



Collector's Courier



VOL. 13/NO. 2

MAY 1999

Premiere's proof that 'Collectors Rock!'

On July 17, Hallmark Gold Crown® retailers are having a party, and **you** are the guest of honor!

This year's Hallmark Keepsake Ornament Premiere will be bigger and more exciting than ever. A Premiere-exclusive **Zebra Fantasy** rocking-horse ornament and an *exclusive Premiere gift for national Club members only* are proof that our "Collectors Rock!"

"We think our Keepsake Ornament Collector's Club members are the greatest, and we're showing our appreciation with a token of esteem during Premiere," says Amy

Baumgartner, a member of the Keepsake Ornament team.

Gifts and prizes

When you **show your 1999 Club membership card** at Premiere, you will receive a special gift just for being a loyal Club member. The free gift is **Mints in Box**. The name humorously celebrates the phrase that describes an ornament and its original packaging in pristine condition, and this Mints in Box is a treasure in its own right. It's a specially designed collectible tin containing 75 sugar-free peppermints. Remember, present your 1999 Club membership card to receive yours.

Also during Premiere, you'll have the opportunity to play the Collector's Pursuit trivia game, giving you the opportunity to win one of 12 prizes given away at each store. Those who answer all 10 questions correctly could win great prizes, such as exclusive ornaments that Hallmark has not and will not sell anywhere — they're available *exclusively* as prizes during 1999 Premiere! And only two of these exclusive designs will be awarded per store. There will be more than one Collector's Pursuit game card available. Be sure to ask for the expert card — it's more challenging!

Of course, the main event at Premiere is the unveiling of more than 200 new Keepsake Ornaments along with the debut of a new Merry Miniatures set, **Park Avenue Wendy**



Zebra Fantasy, pictured atop a beautiful carousel, will be available during Keepsake Ornament Premiere. Diana McGehee,

Keepsakes decorating expert, created the carousel to showcase the ornament with its "cousins" from the popular Rocking Horse series. Linda Sickman, who sculpted them all, says Zebra Fantasy proves that popular series may end, but collecting fun goes on!

Diana's one-of-a-kind carousel is not for sale. But during the 1999 Artists On Tour events, you'll be able to ask her how she made it (and then create your own!).

and **Alex the Bell Hop**, based on popular Madame Alexander® dolls. You'll also have the chance to purchase a "Collectors Rock" T-shirt featuring **Zebra Fantasy** on the front and reproductions of Keepsake Ornament artists' signatures on the back.

Zebra Fantasy leaps from history

When Linda Sickman sculpted **Zebra Fantasy**
continued on inside front cover

WHAT'S INSIDE

Kiddie Car Classics made in mini

Local clubs show 'Premiere' creativity

Register to win Great American Railways products

1999 Artists On Tour brings collecting fun

Merry Miniatures® celebrate 25 years



'Collectors Rock'...

continued from front cover

Fantasy several years ago, 1999 Premiere was the farthest thought from her mind. "I actually sculpted the zebra on a whim," she laughs. "I wanted to create something different from the Rocking Horse series, but with a similar structure. After I finished it, believe it or not, I stuck it in my desk drawer!

"When the team planning the 1999 Premiere asked for ideas, I opened my drawer, and there it was," she says. "It was a pleasant surprise for me, for them, and we hope it will be a great surprise for you!"

Merry Miniatures® present a lesson in precision

This year, the traveling antics of Madame Alexander's **Park Avenue Wendy** and **Alex the Bell Hop** help celebrate the 25th anniversary of Merry Miniatures® figurines. This adorable duo, sculpted by John "Collin" Francis, debuts during Premiere weekend, just when you'll be doing your own "traveling" to your Hallmark store.



Here are **Park Avenue Wendy** and **Alex the Bell Hop**, a Premiere-exclusive Merry Miniatures® set that you won't want to forget during Premiere. And pictured below is something else you won't want to forget — your 1999 Club membership card. Present it to receive a members-only gift during Premiere.

"All of you Madame Alexander® fans have told me how important it is for the Merry Miniatures figurine to truly match the doll in as many details as possible," John says. "I constantly measure the original dolls — for example, the distance between the eyes — to get the same proportion."

STAR WARS™, BARBIE™ and more at Premiere

Here's a look at some of the other Keepsake Ornament designs debuting at Premiere:

- A movie figure and ship from *Star Wars: Episode I*.
- Two BARBIE™ ornaments: **Gay Parisienne™ Barbie™**, 6th in the Barbie ornament series, and **Russian Barbie**, 4th and final in the Dolls of the World series.
- Crown Reflections blown glass ornaments, including a STAR TREK™ and a LIONEL® train design.



FROM LYNN

Join us on tour!

Thanks to your feedback, you'll see some changes in the 1999 Artists On Tour program. For example, you'll be able to join in a variety of hands-on activities, and more artists will be available for you to meet at each event. Check pages 6 and 7 to discover what else is on tap, and turn to the enclosed Artists On Tour flier to learn how you can register to attend.

One thing that **isn't** changing is the camaraderie that you associate with Artists On Tour. Along with artists' signatures, exclusive products and chances to win that we know are important, Artists On Tour offers a unique opportunity to share a day of friendly fellowship with other Hallmark collectors. Many members say the intangible benefits — a good laugh, sharing a hug, talking about collections and new finds, reminiscing with old friends and making new ones — are just as special as the exclusive ornament gifts you'll take home from this year's Artists On Tour events.



As you plan family vacations and summer activities, I hope you'll schedule time to spend with us at Artists On Tour. We'd love to share the day with you.

See you on the Tour!

A handwritten signature in black ink that reads "Lynn Wylie".

Lynn Wylie
Manager, National Hallmark
Keepsake Ornament Collector's Club

Bring your 1999 Club membership card to
Premiere to get your free gift!

Kiddie Car Classics now made in mini



The saying "good things come in small packages" now takes on new meaning for collectors of Kiddie Car Classics. This month, a new Mini Kiddie Car Collection of 1/10-scale reproductions of pedal vehicles rolls into participating Hallmark Gold Crown® stores. The Mini Kiddie Cars feature the same detail as the larger Kiddie Car Classics – including wheels that spin and steering wheels that function.

"This new collection gives you a great way to grow your personal collection, or to share your passion for Kiddie Car Classics with a friend or loved one," says Teri Hawes, a member of the Kiddie Car Classics team. "They also make perfect Father's Day gifts."

The first five introductions in the collection are exact replicas of the first five Kiddie Car Classics designs introduced in 1992. Each piece is a numbered edition.

- 1955 Murray® Champion.
- 1953 Murray® Dump Truck.
- 1941 Murray® Pursuit Airplane.
- 1955 Murray® Fire Truck.
- 1955 Murray® Tractor and Trailer.

"The first five Kiddie Car Classics were extremely popular, and are sought after by col-

lectors still today," says Don Palmiter, Kiddie Car Classics design consultant and Keepsake Ornament artist. "The exciting thing about the new Mini Kiddie Car Collection is that it gives more people the opportunity to add the treasured 'first five' to their collections. And the lucky people who own the originals can display these new minis beside them for added appeal."

Also this month, look for three new designs in the original Kiddie Car Classics line:

- 1941 Garton® Speed Demon, 4th in the Winner's Circle series.
- 1937 Steelcraft "Junior Streamliner," a Limited Edition of 39,500.
- 1937 Garton® Chrysler Airflow, a Numbered Edition.

"These designs are really unique," Don says. "We saw the actual 1941 Garton® Speed Demon at a pedal car show in Little Rock and fell in love with it. It's a perfect addition to the Winner's Circle series."

Don says the "Junior Streamliner" was especially fun to create because of its sculptural qualities. "The body has a roundness to it that made it a very interesting subject," he says.

The new 1937 Garton® Chrysler® Airflow presented a special challenge for Don. "The louvers on the original pedal car actually were cut out instead of stamped into the metal," he explains. "With some extra work, we were able to duplicate that feature on the Kiddie Car."

Two new pieces in the Kiddie Car Corner collection also debut this month:

- Table and Benches, three-piece set.
- Corner Drive-In Sidewalk Signs, two-piece set.

These pieces coordinate with the Corner Drive-In issued in October 1998.

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Don't miss your chance to win the first five introductions in the Mini Kiddie Car Collection (pictured in foreground below). Visit a participating Hallmark Gold Crown® store May 10 – June 20, fill out a registration form and keep your fingers crossed! Each participating store will give away one complete set.



Local clubs exhibit 'Premiere' creativity



LOCAL
CLUB NEWS

A "big league" party with everyone in baseball attire. A 1950's night at the movies. A Texas Night Before Christmas with everyone in boots and nightshirts. These are just a few of the creative ways that local clubs and their retail sponsors have celebrated Keepsake Ornament Premiere in past years.

Check out these photos for a look at five clubs' Premiere fun. Let them spark your own imagination!



(Above) After an "exhausting" morning of shopping for new Keepsake Ornaments, members of the Jingle Belles Collector's Club in Winston-Salem, N.C., relaxed while their local club president, dressed in nightshirt and nightcap, read favorite Christmas stories aloud.



(At left) Gwen's Hallmark in St. Louis, Mo., threw a 1950's Night at the Movies party for the Gateway Collectors Guild. A special showing of "Singin' in the Rain" and a 1950's costume contest – just look at that poodle skirt! – preceded the unveiling of the new Keepsake Ornaments at the stroke of midnight.

(At left) Amy's Hallmark retail sponsor Jeff Browne came in appropriate attire – red longjohns, cowboy boots and a Texas-sized hat! – to celebrate a Texas Night Before Christmas with the Heart of Texas Hallmark Ornament Collector's Club. The cake was in honor of the club's fifth anniversary, and it added to the Premiere fun.



(At right) Premiere was a home run for members of the Tropical Trails of Texas Collector's Club, who were treated to a "big league" Premiere party by Coach House Gifts, their sponsor in Harlingen, Texas. A bubble-gum blowing competition, a home-run game and a contest to name the best-dressed collector added fun to a big shopping day for these "fans." Refreshments included popcorn and hot dogs. Club members came ready to "catch" their favorite Keepsake Ornaments early in the "game."



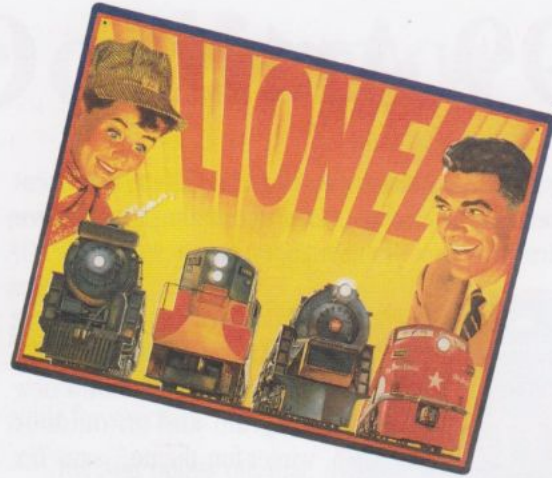
(Above) Members of the Kansas City Hometown Collectors' Club were greeted by sales associates wearing Hawaiian leis around their necks and flowers behind their ears as Premiere festivities kicked off at Sandy's Hallmark in Independence, Mo. Breakfast was served under a palm tree and an inflatable swimming pool held the register-to-win entries.



Don't Miss Your Train!

You can win the latest Great American Railways™ collectible replicas – the **LIONEL® 2333 New York Central Steam Locomotive**, third in the 20th Century Series; and the **1954 LIONEL® Catalog Cover Tin Sign**. Both are set to appear in your local Hallmark Gold Crown® store in May. Just answer the questions below correctly, and return this page (or a copy of the page) to the address on the form; make sure it's postmarked by June 14. During the week of June 21, we'll draw 10 winners randomly from all correct entries. Winners' names and the correct answers will appear in the August *Courier*.

- Why is the **1954 Lionel® Catalog Cover Tin Sign** a great Father's Day gift?
 - It's one of the most popular covers from a Lionel catalog
 - When dads were kids they played with Lionel trains
 - both a and b
- Which of the following is not part of the 20th Century Series from Hallmark Great American Railways™?
 - Lionel® 2332 Pennsylvania GG-1 Electric Locomotive
 - Lionel® 746 Norfolk and Western Steam Locomotive
 - Lionel® 726 Berkshire Steam Locomotive
- Joshua Cowen founded Lionel in 1900. Where did the name "Lionel" come from?
 - One of Cowen's favorite childhood toys was a lion
 - The name of the lending institution that gave Cowen his first loan was Lionel
 - Cowen's middle name was Lionel
- Which of the following exciting products will debut later this year as part of Great American Railways™?
 - Tin replica of Oceanside, Calif., train depot
 - Tin replica of New York's Grand Central Station
 - Tin replica of Brooklyn Bridge



Name _____

Address _____

City, State, ZIP/Postal Code _____

Daytime phone _____

KOCC Membership # _____

RETURN TO: Great American Railways™ Quiz • 2525 Gillham Road,
mail drop 166 • Kansas City, MO 64108

ONE ENTRY PER MEMBER. ENTRIES MUST BE POSTMARKED
BY NO LATER THAN JUNE 14, 1999. Entries will be disqualified
if all requested information is not given or is not legible.



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OFFICIAL RULES: NO PURCHASE NECESSARY. Answer the questions correctly, and return this page to the address on the form postmarked by June 14. During the week of June 21, we'll draw 10 winners randomly from all correct entries postmarked by June 14. The retail value of the collectible train and tin sign is \$118. Facimiles will be accepted.

Hallmark Cards, Inc. (Hallmark) is not responsible for any lost, late, misdirected or illegible mail and will not accept any mail sent without proper postage. All entries become the property of Hallmark. Winners will be notified by certified mail. Allow 6 to 8 weeks for delivery of prizes. The prizes are non-transferable and cannot be substituted or redeemed for cash. All taxes related to the prizes are the responsibility of the winners. If the winner cannot be contacted at the address and telephone number given on the entry form, the prize will be awarded to an alternate winner. Prizes returned to Hallmark as undeliverable will be awarded to alternate winners. Void where prohibited or restricted by law. The odds of winning a prize are dependent on the number of eligible entries received. Acceptance of prize constitutes permission to use winner's name and likeness for publicity and advertising without additional compensation. Prizes may be substituted by Hallmark in the event they become unavailable due to circumstances beyond the control of Hallmark.

1999 Artists On Tour arrives

More Keepsake Ornament artists. *More* exclusive ornament gifts. *More* prizes and giveaways. *More* decorating ideas. *More* hands-on activities.

popular demand. "As in past years, you'll have the opportunity to purchase exclusive products, and you'll be able to get signatures from three artists," says Tex Ann.



"You'll see that – and *more* – as Artists On Tour (AOT) returns in 1999 with a new program and an outdoor winter-fun theme," says Tex Ann Kraft, assistant manager of the Hallmark Keepsake Ornament Collector's Club.

Six locations, eight artists, more great prizes

AOT will visit six cities in 1999; five will host AOT for the first time, and some are vacation destinations. We expect reservations to sell out quickly because we're going to fewer cities and bringing even more artists.

In past years, you've seen five Keepsake Ornament artists in each AOT city. This year, you'll see **eight** – six signing artists, and two technical or new studio artists who won't be signing. Registered member attendees will be randomly assigned to three of the signing artists. You'll receive the names of your signing artists, a list of the ornaments they've sculpted and your signing time in your AOT Confirmation Packet, which we'll mail to you in advance of the event.

Back by popular demand

Artists On Tour is a very special event designed to give Club members the opportunity to meet and receive signatures from Keepsake Ornament artists. Hallmark has hosted these regional signing events since 1994, and we're back on the road in 1999 by

We'll offer three Studio Editions during 1999 AOT. Each depicts a separate scene, but they can be combined to create a complete view of winter fun.

North Pole Pond (near right), which includes a larger display piece featuring Santa and a separate Keepsake Ornament featuring one of the elves, shows that ice-skating is more fun with friends to cheer you on. Robert Chad, Ed Seale, Sharon Pike, Joanne Eschrich, Nello Williams and Rich LaPierre crafted this piece.

Hollow Log Café (far right) shows an elf and his friends who have great seats to observe the fun. Anita Marra Rogers and Katrina Bricker sculpted this one.

Nina Aubé, Dill Rhodus, Kristina Kline, Tammy Haddix and Sue Tague worked together on **Snowy Plaza**, which captures North Pole pals as they pitch in to build a snowman.

Note that not all of the Keepsake Ornament artists helped create a 1999 Studio Edition.

Registered AOT attendees also will be able to purchase a gold-plated version of the 1998 **Noel R.R. Locomotive** Keepsake Miniature Ornament, an AOT lapel pin and an AOT T-shirt.



with even more collector fun

"The five artists who aren't signing at any given time will join you in activities," Tex Ann says. "They'll be more available to visit and have their photos taken with you."

In past years, you may have received an ornament gift for attending AOT. In 1999, you'll get more than one! You'll also be in the running for more giveaways, you'll see hundreds of decorating ideas, and you'll participate in hands-on activities.

Bring a companion

Many of you have said you'd like to bring a companion to AOT, so we've increased the number of tickets for companions.

Each Club member attendee can register one companion while space remains. For the \$10 AOT companion fee, companions will receive exclusive ornament gifts, be able to participate in activities and presentations, meet the artists, and view displays and demonstrations.

Receiving artists' signatures and purchasing event-exclusive products will continue to be exclusive benefits for registered AOT attendees; companions won't be able to participate in those activities.

How to register

Registration opens May 24. Refer to the enclosed registration guide for specifics.

Tex Ann points out that, if you've attended past events, you'll notice an increase in the AOT registration fee to \$10. (The price had been \$5 since 1994.) "The increase allows us to deliver more of what you want, especially event-exclusive Keepsake Ornaments and other giveaways," Tex Ann says. And, as you consider attending, please note that Hallmark will not host AOT in 2000.

Tex Ann concludes: "We've put together a 1999 program to delight you, and we hope to see you at AOT this year!"



Merry Miniatures® celebrate 25 years of charm



HISTORICALLY
SPEAKING

It's an exciting year for the Merry Miniatures® collection – our 25th anniversary!

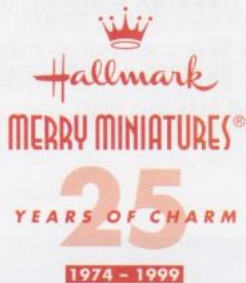
During the years, everyone here at Hallmark has been touched by collectors' devotion to these happy little characters that debuted in 1974 as holiday party favors (proving that, from the beginning, Merry Miniatures – and their collectors – knew how to have fun!). “But you’ve told us

that what really makes them exciting to collect is the way each character has a unique personality that captures a feeling, reminds you of someone special or just makes you smile,” says Brenda Cherpitel, a member of the Merry Miniatures team.

The special 25th anniversary figurines include **Anniversary Edition**, which features two flocked bears as they unwrap precious memories of designs throughout the years. This year's Premiere exclusive is the Madame Alexander® shoppers, **Park Avenue Wendy** and **Alex the Bellhop**. The third and final in the HERSHEY'S™ series, **A Kiss for You** —

HERSHEY'S™, tells the tale of love's first kiss. **Favorite Friends**, a design inspired by illustrations from Hallmark Master Artist Mary Hamilton, reminds us of the warmth of friendship. And Pooh and his friends invite you to Open House in November with **Christmas at Pooh's House** as the gang gathers around the fireplace with gifts and decorations to make the holidays jolly.

That's what's new this year. Now stroll with us down memory lane as we take a look at a few memorable milestones from Merry Miniatures' first 25 years.



1974
Merry Miniatures debut as party favors for Easter, Halloween, Thanksgiving and Christmas.



1979
St. Patrick's Day and Valentine's Day Merry Miniatures begin and continue for many years.



1983
Merry Miniatures name established. Previously, they'd simply been called party favors.

1986
First Merry Miniatures for graduation.



1995
The Bashful Boy and Girl first appear for Valentine's Day.



1994
Twenty-year anniversary of Merry Miniatures.

1993
First July 4th Merry Miniatures.



1990
First Merry Miniatures series, Happy Birthday Clowns, debuts.



1988
First Merry Miniatures historical brochure printed.

1987
Merry Miniatures become a Keepsakes product line because of collectors' interest. Previously, they had been created by the Hallmark specialty group as a gift offering.

1996
Merry Miniatures are offered in themed sets and decorative packages.

1997
The new HERSHEY'S™ series is introduced.



1998
Madame Alexander® Bride and Groom debut as Premiere exclusives.



1999
Merry Miniatures celebrates 25 years of charm with new anniversary designs.



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© Disney
Based on the "Winnie the Pooh" works. © A.A. Milne and E.H. Shepherd



ARTIST'S
SKETCHBOOK

Artists honor family and faith

When asked about their sculpting materials, the Keepsake Ornament artists will mention clay and wax. But each of them also mixes in love and conviction. Here's how two of the artists used those powerful ingredients to create 1999 Keepsake Ornaments.

Tracy teaches, sculpts about strength in belief

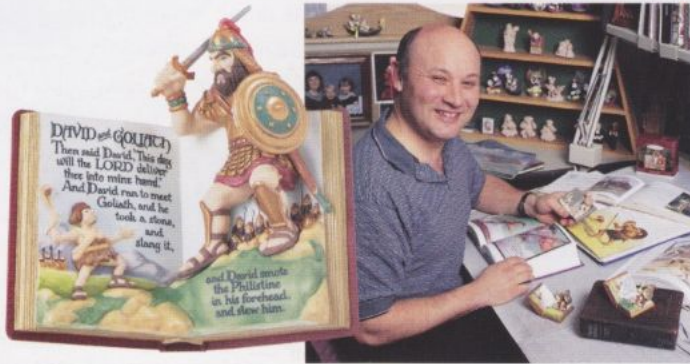
Tracy Larsen's experience in Sunday School enriched his appreciation for stories of Old Testament people.

"The story of David and Goliath is a favorite because it talks about a boy whose faith gives him courage to defeat the giant," he says.

Tracy's sculpting work for **David and Goliath**, first in the Bible Stories series, was inspired by verses from I Samuel 17. He points out that the look of the ornament departs slightly from the text – he exaggerated Goliath's size for effect. But other details remain true. "The armies, for instance," he says. "Look closely at the ornament to see the Philistines backing up their giant champion and the smaller Israelite force hanging back in the distance behind their boy warrior. The Israelites were ready to run, but David's faith won the day, and the Philistines were the ones who ran."

Ken dedicates ornament to his big brother

Many families have relatives in the U.S. Armed Forces. Ken Crow created a special ornament for those families – and honored his brother – when he sculpted **Military on Parade**. "During his 20-year career with the U.S. Army, my brother Stan has given me great respect for the role the military plays in preserving our freedom," Ken says. "I

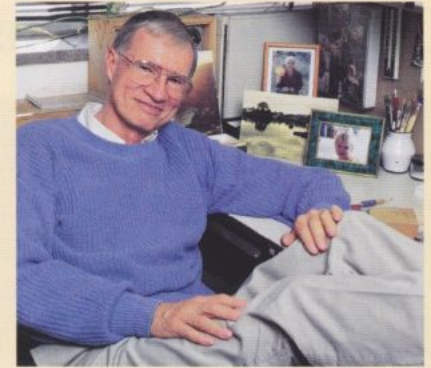


Tracy Larsen studied Bible story books, picture books and 1 Samuel 17 when sculpting **David and Goliath**. He points out that the text printed on the ornament is excerpted from the King James Version.

created this ornament as a tribute to Stan – who soon will retire from duty – as well as to the four branches of the service."

The clothespin-soldier style of the ornament reflects Ken's love of toys, which the two brothers shared growing up. "I know that Stan will be proud to hang this ornament on his tree," Ken says. "He may even display one in his office near the Pentagon!"

Here are Ken Crow at work and Stan Crow in uniform. The photo of Stan was taken before he was promoted to lieutenant colonel in the National Guard. Ken points out that the Army soldier in the ornament is carrying the U.S. flag not because Stan's in the Army, but because the Army is the oldest of the four service branches.



Retiring from full-time work gives Ed Seale more time to spend with his family, including his darling granddaughter, and he'll still be a part of the Keepsake Ornament artists' team.

Ed Seale 'sets up shop' at home

For Ed Seale, retirement will include continuing to sculpt Keepsake Ornaments and meeting you during special events.

After more than 30 years with the creative staff at Hallmark – 19 of those years as a Keepsake Ornament artist – Ed is retiring from full-time work at Hallmark.

"But I'll still be there to sign your Keepsake Ornaments during Artists On Tour – can't wait to see all you 'crazy collector' friends at this year's events – and I'll continue to sculpt as part of the Keepsake Ornament artists' team. I'll simply be doing my work from home rather than in the studio," Ed says.

Jack Benson, Keepsake Ornament studio manager, speaks for the entire Keepsakes team, saying: "We'll miss having Ed around the studio. But his talent and his sense of humor aren't going far. Like our Club members, we're thrilled that he's going to keep creating for Hallmark."

Although Ed has sculpted virtually every type of Keepsake Ornament, some of his creations that have won collectors' hearts include the Frosty Friends series and Tender Touches characters. Ed's favorite Keepsake Ornament – so far – is the 1996 **North Pole Volunteers** into which he incorporated elements he loves: Santa, a puppy and a fire truck. He's also known for his mini mice – whimsical critters doing "people things."

Crown Reflections decorations reflect beautifully on you

Sparkly. Shimmery. Elegant. Expressive.

Those words describe the Crown Reflections blown-glass ornaments, and they are exactly what Diana McGehee, Keepsakes decorating expert, had in mind when she created these decorating and gift-giving ideas.

You'll find the 1999 Crown Reflections Collection in your Hallmark Gold Crown® store beginning with Keepsake Ornament Premiere, and you'll find Diana's fun-and-easy suggestions right here!



(Left) Dress up a fruit basket with colorful cellophane wrap. Secure the wrap with a glittery bow, and add the **Festival of Fruit** ornament for a beautiful presentation to a boss, party hostess or as a thank you when you spend time with family and friends. Although Crown Reflections ornaments are made of beautiful glass, they meet Hallmark's high quality standards and are durable enough to hang on a package.



(Above) Use a small candy dish – perhaps a family heirloom or antique-store find – to display the **Yummy Memories** set of blown-glass candy. Add a simple ribbon, and place on a side table or mantle, or use as a centerpiece.



(Left) That unused punch bowl is the perfect container for small, wrapped gifts! The packages in the bowl can be “for decoration only,” or this can become your “Countdown to Christmas” bowl, overflowing with small gifts that can be opened, one a day, as Christmas approaches. Or place the bowl by the front door so your party guests – or your mail carrier or paper boy – can pick a gift as they leave.

The touch of style comes from hanging the **Childhood Treasures** set of three ornaments from the edge of the bowl. Use your punch-cup bangers or wire books decorated with ribbon.

(Below) A simple candle hurricane globe, turned on its side and set on two painted hurricane globe slings, is the inspiration for a special table decoration. Use glue to attach decorative cord and paper snowflakes to the outside of the globe, and add miniature trees and the **Jolly Snowman** ornament inside – all nestled in faux snow.

Place the globe near a window so the sun's rays dance across this tiny, wintry world. You also can adapt the idea to display other Crown Reflections ornaments, such as **Frosty Friends**.



(Right) Add a festive bow, a few sprigs of ivy and the **1950 LIONEL® Santa Fe F3 Diesel Locomotive** blown-glass ornament to a small desk lamp. This decorative idea is great for the office – at home or at work. It also could add a touch of festivity to your student's dorm room. Don't worry about jostling the ornament a bit when you turn the lamp off and on – it's sturdy enough to use in decorating. One note of caution: Be sure to affix any decorations to portions of the lamp that always remain cool, such as the frame. Don't attach anything to a lamp's glass shade, or any other parts that heat up when the lamp is on.



Collectors write in about their favorites from Hallmark

Dear *Collector's Courier*:

I'd like to introduce Rachel Rech to everyone in the Keepsake Ornament Collector's Club. Rachel *loves* to collect Merry Miniatures®! She has quite a few – even some her mother doesn't have. Judi Rech, her mother, had served as president of the South Hills Ornament Collector's Klub (SHOCK) here in Pittsburgh, Pa. Rachel often accompanied her mother to our meetings and "talked" Merry Miniatures with club members. Her particular favorites are the pig miniatures and all of those dressed in pink.

Sincerely,
Barbara Vigrass
Pittsburgh, Pa.

Dear Rachel:

This truly is a special year to be a Merry Miniatures® collector, and we're thrilled to learn that your collecting enthusiasm matches – and sometimes outpaces – your mom's! It means a lot to us to hear about different generations of the same family enjoying the Hallmark collecting hobby together. May your Merry Miniatures® collection bring you many, many years of enjoyment. Perhaps you'll share it with your own daughter someday!

*Tell Barbara "thanks" for writing to us.
Happy collecting to you and yours!*

*Your friends at the Hallmark Keepsake Ornament
Collector's Club*



Here's Rachel Rech – a rightfully proud and happy young collector! – with "just a few" favorite Merry Miniatures® figurines from her still-growing personal collection.



Dear Lynn:

I have enclosed photos of two full-sized pedal cars that I recently restored to look exactly like the Hallmark Kiddie Car Classics. I started to collect Kiddie Car Classics and the Keepsake Ornaments based on them a few years ago, and that led me to the next level – restoring the "real ones." I also collect other Hallmark ornaments.

The picture shows a 1955 Murray® Champion (light blue) and a 1959 Garton® Mark V (green) with the Hallmark Kiddie Car Classics, the regular-sized Keepsake Ornaments and the Keepsake Miniature Ornaments to match. I think this is a great picture of everything together, and I thought you'd enjoy it.

You are all doing a great job at Hallmark, and the products you produce make a lot of people happy. Thank you for that.

Best regards,
Eric J. Thallmayer (aka The Hallmark Madman)

Dear Eric (aka Madman):

Your collecting "madness" has developed into what obviously is a wonderful collection. Thanks for letting us see all of the sizes together. As we're sure you read on page 3, the 1955 Murray® Champion now also is part of the Mini Kiddie Car Collection. We'd love to hear what you – or other collectors – think of the new size. Thanks again for the letter and the wonderful photos. Happy collecting!

Your friends at the Hallmark Keepsake Ornament Collector's Club



Here's Eric Thallmayer with part of his Kiddie Car Classics-inspired collection. He now restores full-sized pedal cars to look exactly like Hallmark Kiddie Car Classics.

BARBIE™ as The Millennium Princess™ shown to you first!

The 1999 Keepsake Ornament collection will feature two ornaments based on the Millennium Princess™ BARBIE® doll by Mattel. They'll appear in place of the seventh edition of the Holiday BARBIE™ Ornament series and the second edition of the African-American Holiday BARBIE™ Ornament series.



Mattel isn't offering Happy Holidays BARBIE® dolls in 1999. So, the Hallmark Keepsake Ornament Holiday BARBIE™ ornament series and African-American Holiday BARBIE™ ornament series have been deemed final in the 1998 Keepsake Ornament collection.

Keepsake Ornament Collector's Club members still can purchase the fourth edition of the Club-exclusive series of Holiday BARBIE™ ornaments. The 1999 Club Edition design is based on the 1991 Happy Holidays® BARBIE® doll.

Here's your first official peek at one of the 1999 BARBIE™ as The Millennium Princess™ ornaments! It was unavailable to include in the 1999 Dream Book, so you – our Club members – are seeing it here first! Both 1999 Keepsake Ornaments based on Millennium Princess BARBIE™ will be available beginning in November at Hallmark stores.

Star Wars ornaments show their 'faces' at Premiere

Coming soon to a theatre near you — *Star Wars: Episode 1: The Phantom Menace*.

And coming July 17 to a Hallmark Gold Crown® store near you: Two Keepsake Ornaments featuring images from *Star Wars: Episode 1!*

Because of confidentiality agreements with Lucasfilm, Ltd., we couldn't photograph the two ornaments for the 1999 *Dream Book* or this edition of *Collector's Courier*. In fact, very few people at Hallmark have seen the two Keepsake Ornaments based on images from *Star Wars: Episode I*. Like you, we'll be looking forward to seeing them during Premiere!

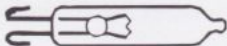
The right lights keep the magic in Keepsake Magic Ornaments

Keepsake Magic Ornaments must be used only with miniature light strings with amperes no greater than 0.2A.

Do not try to plug Magic Ornaments into light strings that use larger-sized light bulbs. According to Keepsake Ornament quality experts, this may cause the ornaments to malfunction or overheat.

Remember: Use only miniature-bulb light strings with Keepsake Magic Ornaments. They're the "right lights!"

Miniature light strings that are approved to use with Keepsake Magic Ornaments are those that, without modification, use ONLY the miniature push-in light bulbs as shown here.



Do you see stars...??

...on the mailing label of this issue of the *Courier*? If stars are printed on your mailing label, that means you haven't renewed your membership for 1999. Renew now so you'll have your Club membership card in time to show it and receive your special benefits during Keepsake Ornament Premiere! (See the cover story.) Renew for a two- or three-year membership and get the **Waiting for a Hug** Keepsake Ornament absolutely free. If your renewal and this issue of the *Courier* crossed in the mail, welcome to the 1999 Club, and please disregard this notice.



To notify the Club of a change of address, to send us a letter or to get information about how to start a local club, include your membership number in your correspondence and send it to:

Hallmark Keepsake Ornament Collector's Club
P.O. Box 419034
Kansas City, MO 64141-6034

Call our toll-free number, **1-800-523-5839**, to renew your membership or join the Club.

You also can mail renewals or applications for new memberships to:

Hallmark Keepsake Ornament Collector's Club
P.O. Box 419824
Kansas City, MO 64141-6834

To communicate with us via e-mail, visit our World Wide Web site at <http://www.hallmark.com>

Publisher: Lynn Wylie
Editor: Linda Fewell
Contributing Writers: Toni McLain, Lynn Paxson, Tim Staley, David Taylor, Beth Wall
Designer: Kim Mann
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NOTE: The Hallmark products, prices and promotions mentioned in this newsletter are available from Hallmark retailers in the United States. Some, but not all, also may be available from Hallmark retailers in Canada. Call 1-800-HALLMARK or check with your local Hallmark retailer for more information.

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Mbr #123456***
CAROL COLLECTOR
123 MAIN ST
NORTH POLE AK 99999-1234